

IJMS

International Journal of Motorcycle Studies

2023

Conference Program 20–23 July, 2023



University of Colorado
Colorado Springs



Kelly Lindauer



Caius Tenche

Suzanne Ferriss / Amy Muckerman / Mahdi
Tourage / Wendy Pojmann / Jane Cameron /
Bruce Gilles / Matthew Humphrey / James Butler /
Charles Austin Muir / Sheila Malone / Jason
Wragg / Barbara Stanford / Lisa Garber / John
Sumser / Steven Alford / Tom Goodman / Alex
Parsons-Hulse / Eddie White / Joe Leondike

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Welcome & A Brief History of the Conference

Welcome to the 10th International Journal of Motorcycle Studies Conference (IJMSC). I would like to thank University of Colorado, Colorado Springs for once again hosting IJMSC.

For over a decade, scholarly motorcycle enthusiasts have gathered at academic conferences to discuss their passion for motorized two-wheeling. Eighteen years ago, board member emeritus Wendy Moon suggested the possibility of a journal that would enable motorcyclists worldwide to connect with one another and share their research, creative projects, and reviews. From its original publication in 2005, the journal has grown remarkably in substance and readership, attracting over 4000 hits each month from all over the globe.

In 2009, board member Katherine Sutherland suggested we consider holding our own conference that would focus solely on motorcycle studies. We fulfilled that aspiration in 2010 and 2012 in Colorado Springs and, in 2013, we realized our goal of meeting at a glamorous international destination: London, England. In 2014, we were welcomed back to the University of Colorado, Colorado Springs (UCCS). In 2015, we ventured to Birmingham, Alabama holding the conference at the world-famous Barber Motor Sports Museum. In 2016, we returned to London, England, thanks to Caryn Simonson at Chelsea College of Arts, University of the Arts London. In 2017, we reconvened in Colorado Springs at UCCS. With an expansion farther west, in 2018, we held our annual conference at Chaffey College on the Rancho Cucamonga, California campus, where we enjoyed the sunshine and mountain views.

In 2019 the conference moved north to the Pacific North West for its 9th annual gathering. We were hosted by James Butler at Pacific University in Forest Grove, outside of Portland, Oregon, where sunshine met rain and the air sang with the smell of fresh white oaks, douglas fir, and giant sequoia. For 2020, the plan was to reconvene at University of Colorado, Colorado Springs for our 10th anniversary. Alas, alack, the wheels stopped spinning, our motorcycles stopped, the world stopped, the pandemic stalled our efforts. Fast forward three years, and here we are at UCCS for our 10th annual conference.

We would not be here without the support of a group of dedicated people and institutions. We are so excited to be in UCCS's Downtown space. And a huge thank you to Associate Dean Alex Ilyasova for coordinating all the local logistics and details. An enormous thanks to Lisa Garber for all her work in reviewing submissions to the conference. Thank to John Sumser for reviewing and coordinating submissions to the journal. Many thanks to Tim Fransen for his continued support through design and editing of the IJMS website. And finally, IJMS would like to thank all the 2023 presenters, keynotes, and attendees. The pandemic stalled our motors, and it took some ingenuity, collaboration, a little oil, and regapping to respark the ignition, and bring the conference back. I look forward to where the IJMS conference will venture to next and the many more amazing articles that will appear in future editions online.

We are excited to reunite with old friends and make new ones. We think you'll find our group collegial and welcoming. We look forward to talking, listening, questioning, arguing, reading, writing, viewing, eating, drinking, and, most of all, motorcycle culture.

Sheila Malone

Managing Editor

International Journal of Motorcycle Studies

IJMS 2023 Conference Schedule

THURSDAY, 20 JULY

Registration @ UCCS Downtown Space

4:00 – 6:00 p.m.

Dinner @ Principal's Office at Ivywild School

7:00 – 9:00 p.m.

FRIDAY, 21 JULY

Registration @ UCCS Downtown Space

9:00 – 9:45 a.m.

SESSION #1

9:45 – 11:00 a.m.

Welcome Address

Sheila Malone, IJMS Managing Editor

Opening Keynote

Kelly Lindauer, President of Hardly Angels, Women's Motorcycle Team (WMT)

SESSION #2

11:15 a.m. – 12:30 p.m.

Two-Wheel Trouble

Suzanne Ferriss, Amy Muckerman and Mahdi Tourage

SESSION #3

2:00 – 3:45 p.m.

Archiving and Mapping Motorcycles and Culture

Wendy Pojmann and Jane Cameron

SESSION #4

3:15 – 4:15 p.m.

State of Mind

Bruce Gilles and Matthew Humphrey

IJMS 2023 Conference Schedule

FRIDAY, 21 JULY cont.

FILM SCREENINGS

4:30 – 5:30 p.m.

MiniEvel

James Butler and Charles Austin Muir

Origin Stories

Sheila Malone

Dinner @ Phantom Canyon Brewing Co. 7:00 – 9:00 p.m.

SATURDAY, 22 JULY

SESSION #5

10:00 – 11:15 p.m.

Auto-Moto-Ethnography

Jason Wragg, Barbara Stanford and Lisa Garber

SESSION #6

11:30 a.m. – 12:45 p.m.

Authenticity & Image

John Sumser, Steven Alford and Tom Goodmann

SESSION #7

2:00 – 3:15 p.m.

The Body, The Motorcycle, & The Environment

Alex Parsons-Hulse, Eddie White and Dr. Joe Leondike

SESSION #8

3:30 – 5:00 p.m.

Closing Keynote

Caius Tenche, TMFF Motorcycle Film Festival

The Role of a Motorcycle Film Festival in the Larger Film and Media Ecosystem
Short Film Screening

Dinner @ Streetcar520 7:00 – 9:00 p.m.

SUNDAY, 23 JULY

Brunch / Ride (TBA) 10:00 a.m. – 12:00 noon

Keynote Speakers

Kelly Lindauer / President of Hardly Angels, Women's Motorcycle Team (WMT)

Hardly Angels Women's Motorcycle Team

The Hardly Angels Women's Motorcycle Team, consisting of all female riders, is a local motorcycle group based in Durango, Colorado. The team consists of both members and performance members who work together in promoting motorcycle safety, skills, education and awareness, a good will between motorcyclists and their communities. The Hardly Angels Women's Motorcycle Team's mission is to empower female riders of all ages, to help them build the skills needed to ride with confidence, and inspire others to teach and give back to their communities.

The Hardly Angels Women's Motorcycle Team was formerly known as the Hardly Angels Women's Motorcycle Drill Team, an all woman's team that performed choreographed maneuvers on motorcycles to music. Their team has since expanded to include non-performing members with their performance members carrying on the legacy of the Motorcycle Drill Team by once again performing for audiences of all ages. Their performance members are the only nationally recognized team of their kind that began performing in 1995 and got off to a roaring start, performing all over the country and even Japan. After 25 years, the Hardly Angels performance members are going back to the drill team's original roots, renewing their vision to travel and promote the Hardly Angels Women's Motorcycle Team's goals of education and equality.

Kelly bought her first Harley in 2016 and has been riding for 7 years. She joined the Hardly Angels in July of 2020. Currently she rides a 2020 Harley Davidson Heritage Softail, is MSF certified with a passion for all things motorcycles.

www.hardlyangelswmt.com

Caius Tenche / Founder of TMFF Motorcycle Film Festival

The Role of a Motorcycle Film Festival in the Larger Film and Media Ecosystem

The multimedia presentation will look at the TMFF motorcycle film festival from the perspective of a niche film festival and how it fits into the larger film and media ecosystem. It will provide an overview of TMFF's origin story and its development. We will touch upon our operating model and how it has evolved over the years, the impact of COVID on in-theatre and digital presentations, attendance, filmmaker submissions, funding, and the pros and cons of being a niche film festival. Lastly, we will explore the role that motorcycle film festivals play in influencing and building culture in and outside of the motorcycle community.

Caius Tenche is the founder and Festival Director of the TMFF Motorcycle Film Festival in Toronto, Canada. Since 2017, TMFF has been bringing people together to celebrate the intersection of motorcycle culture, film and the arts, sharing universal stories told through the lens of motorcycling. The annual Festival takes place in Toronto followed by tours to other cities and includes: world, international and Canadian film premieres, meet and greets with filmmakers, jury and audience awards, Q&A panel discussions, and gallery exhibits. More info can be found at motorcyclefilmfest.com

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Presenter Abstracts / Biographies

SESSION #2: Two-Wheeled Trouble

Suzanne Ferriss

Vivre Vite: Lou Reed, Tadao Baba, and Death

In November 2022, Brigitte Giraud, a novelist and short story writer, became only the thirteenth woman in 120 years to win the Prix Goncourt, France's most prestigious literary award, for her memoir *Vivre Vite* (Live Fast). Giraud grapples with the death of her husband, Claude, in a motorcycle accident that took place in 1999, over twenty years ago. The book is structured as a series of chapters, each opening with "si" (what if): if they had done, or not done, something, could the accident have been avoided? She clocks through the circumstances preceding the event: banal life choices such as buying a new home, making phone calls, choosing a certain route to work, etc., that appeared individually innocent but collectively led to a fatal outcome. *Vivre Vite* demonstrates the futility of "what ifs?" and thus highlights an unfortunate and common truth: we cannot predict or avoid death. That is, with one exception: Giraud singles out the motorcycle (a Honda 900 CBR Fireblade), its designer (Tadao Baba), and the Japanese manufacturer who allowed its import to France even though the bike was outlawed for street use in its native country.

In this presentation, I will argue that the book rehearses common clichés aligning rock music with motorcycling—les musiciens et les motards—and demonizes the vehicle. The accident was inspired, perhaps, she muses, by Lou Reed, who wrote, "Live fast, die young," words in the book her musician husband was reading. And what if he'd listened to Coldplay rather than Death in Vegas? The Honda's dangerous acceleration caused the accident, not her husband's—or her own—precipitous decisions. More to the point, the inescapable vagaries of chance were to blame. L'accident was simply that: an accident. Instead, the motorcycle, its creator, and its cultural context bear the burden of blame, perpetuating an all too familiar conception of the vehicle. The Prix Goncourt will only accelerate and spread its dangerous message.

Suzanne Ferriss is Professor Emeritus at Nova Southeastern University. With Steven Alford, she has published two books on motorcycling: *Motorcycle and An Alternative History to Bicycles* and *Motorcycles: Two-Wheeled Transportation and Motorcycle Culture*. She also contributed articles to *Harley-Davidson* and *Philosophy* and co-authored the Introduction to *An Anthology of Early British Motorcycle Travel Writing*. She edited the *International Journal of Motorcycle Studies* (IJMS) for ten years and still serves on its editorial board.

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Amy Muckerman

Clothing of Female Motorcyclist of the Early 20th Century

The ideals imposed on women at the turn of the century were in direct opposition to the cultural shifts that occurred due to the Industrial Revolution. While new opportunities presented themselves for women in the employment and education sectors, perceptions of modesty conflicted with the type of dress required to achieve physical mobility. However, the invention of the motorcycle played a vital role in the evolution of women's clothing. Early publications like "Motorcycle Illustrated," media accounts of the Van Buren sisters' 1916 motorcycle ride across the United States, and Nancy and Betty Debenhams' 1928 book "Motor-cycling for Women" evidence how the motorcycle contributed to women's changing roles in society. This paper examines the clothing worn by female motorcyclists of the early twentieth century. It will also demonstrate how their custom adaptations and appropriation of ready-made men's, boys, and women's garments created the functional and fashionable attire for all women to wear in motion.

Amy Muckerman is a recent graduate in Costume Studies and Library Sciences from New York University and Long Island University's dual degree graduate program. After she received a Bachelor's of Science in Fashion Design from the University of Cincinnati, she worked as a menswear designer in the apparel business for fifteen years. Having learned how to ride on 1970s Honda CBs, Amy currently owns a 2016 Ducati Scrambler Sixty2.

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Mahdi Tourage

The Motorcycle as a Catalyst for Social Transformation and Political Commentary in the Iranian Film, Reza the Biker (1970) Reza Motori, "Reza the Biker"

"Reza the Biker" (1970) is among the popular Iranian "tough-guy" films of the 1960's and 70's, where the clashes of the old and newly emerged classes were cast as an individualistic struggle against disparities and social change. The film tells the story of a thief turned motorcycle courier, Reza, a distorted image of the age-old heroic masculinity of the Iranian past. Reza robs a factory with the help of a gang of bad guys, but then has a change of heart because of his love interest in a rich girl. He returns the stolen money and is mortally wounded by his bad friends. He dies and his motorcycle is destroyed in a collision that follows. The function of the motorcycle in this popular film has not been studied. From the opening minutes of the film until the very last shot, the motorcycle is at the center of the narrative. It is spoken to, adored, ridden, and even put in cars and transported along with other people. I will argue that more than just a symbol of the social mobility of a lower-class thug, the motorcycle is a catalyst for pivotal moments in the film and commentaries on the national/international politics of the time, from the protagonist's interactions with other thugs and his love interest to explicit references to contemporary European film movements and Hollywood gangster films. In the context of the modernizing projects of 1970's Iran, this film ultimately sacrifices the tough-guy along with his motorcycle for positive social transformation and modernizing projects of that time.

Mahdi Tourage, PhD (2005, University of Toronto), is currently Associate Professor of Religious Studies and Social Justice and Peace Studies at King's University College, London, Ontario. He is the author of *Rumi and the Hermeneutics of Eroticism* (Brill 2007) and the edited volume *Esoteric Lacan* (with Philipp Valentini, Roman & Littlefield 2019). His publications have appeared in *Iranian Studies*, *International Journal of Zizek Studies* and *Body and Religion Journal*. His areas of interest are Islamic religious thought, Sufism and postmodern theories of gender and sexuality.

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SESSION #3: Archiving and Mapping Motorcycles and Culture

Wendy Pojmann

Italian Motorcycling

Italy leads Europe in per capita ownership of two-wheeled vehicles and ranks seventh worldwide. In the popular imagination, Italy is the land of Vespas where stylish young men and women zip around on cobblestone streets as did Sophia Loren and Audrey Hepburn in dolce vita era films. Travelers to Italy note the prevalence of scooters and motorcycles weaving in and out of traffic. But why did Italy become the land of two-wheeled travel and what does the widespread use of motorcycles and scooters tell us about contemporary Italian popular culture? In this paper, I will demonstrate why the popularity of motorcycle road racing, especially from 1953 to 1957, contributed to the flourishing of the motorcycle industry. In races such as the Motogiro d'Italia and the Milano-Taranto, skilled pilots became popular heroes in the places they zoomed through on the latest model motorcycles from makers such as

Ducati, Moto Guzzi, and Moto Morini. Spectators lined the streets to cheer on their favorite riders, sought their autographs and took photos with them. The fans also purchased mass produced road bikes based on the racing models. The automobile industry boomed later in Italy than in other parts of Europe and the narrow streets and warm climate made Italian towns across the peninsula ideal for this mode of transport. It is my contention, however, that it is more than economics or climate that contributed to the spread of the motorcycle. The cultural meanings of these races contributed to important connections between the sport of road racing and the realities of daily life and account for the popularity of motorcycling. My research is based on archives from the headquarters of the Motogiro d'Italia, articles in motorcycle and news magazines, autobiographical materials, and my personal experiences as a rider in the 2021 Motogiro d'Italia.

Wendy Pojmann, Ph.D. is Professor of History at Siena College in Albany, New York. Her latest book, *Espresso: The Art & Soul of Italy*, was published by the Bordighera Press in 2021. She is the author of many books and articles on women, immigration and feminism in Italy. Dr. Pojmann is a regular contributor to *The Vintagent: A Motorcycle Arts Foundation Production* and is currently working on a longer project about motorcycle culture in Italy. She owns several vintage and newer motorcycles and competed in the 2021 edition of the Motogiro d'Italia.

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Jane Cameron

"...roads, buildings, people, drama. You saw it all like very few other professions.": Mapping Motorcycle Messengers in the UK

This presentation introduces a work in progress that explores the UK motorcycle courier industry from the late 1970s to early 2000s. Through personal accounts and a growing collection of material culture (worn, used or ridden), a picture emerges of an important subcultural motorcycle movement in British history. This research started from looking at the individual and collective identities of riders and companies, through the iconic liveried garments to inventive customization of bikes and gear. In using an interactive web-based map to record and document material and memories, what begins to emerge is how the riders and job embodied a time and place, and how the rise and decline of the motorcycle courier reflected the changing social, political, cultural and city landscapes.

Jane is a Curator at Goldsmiths, University of London and a freelance researcher and creative practitioner. Her 'portfolio career' has involved working in museums and academia for the last twenty years, which has taken her from needle exchanges in the East End of Glasgow, via political rallies in India, to hunting down modest fashion trends in Salt Lake City. Her current research is a foray into the material culture and embodied practice of motorcycle couriers. Having spent many years as a 'POB' (package on board), she eventually obtained her own bike, which she occasionally uses but always badly.

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SESSION #4: State of Mind

Bruce Gilles

The Lure of Motorcycling

The lure of motorcycle riding is not for everyone. According to the National Safety Council, motorcycles only account for 3% of the registered vehicles (2020). Motorcycle riding and ownership as a discretionary activity is driven by the individual motivation. This study will look at the engagement of an individual into the activities and choices made regarding the pursuit of motorcycling as a hobby. Theories such as "Expectancy Theory" by Victor

Vroom (1964), decision making theory based on Wards Edwards (1954) work at Johns Hopkins University, and Social Conformity as proposed by Cialdini and Goldstein (2004) can contribute to a better understanding of the cognitive and emotional forces in play when consider the purchase of a motorcycle. Understanding these motivational forces can give rise to improved responsiveness by manufacturers of motorcycles and motorcycle accessory manufacturers.

Dr. Bruce Gillies is an assistant professor at California Lutheran University. He is a lifelong motorcyclist learning how to ride in Jakarta Indonesia. Bruce earned his doctorate in Industrial/Organizational Psychology after a 22 year career in the US Navy. Bruce owned a motorcycle shop in Bakersfield, California in the mid 80's. He has raced motocross and enduro races and recently earned his SaddleSore 1000 certificate.

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Mathew Humphrey

Two-wheeled Authenticity: Narratives of 'Being' on a Motorcycle

Accounts of motorcycle riding often accentuate what is 'real' about it, in contrast to its four-wheeled alternative. The qualitative difference of being 'in' the environment when travelling - smelling the air, feeling the rain - rather than merely 'viewing' the world through a screen from an air-conditioned cabin. Or the inherent, mortal risks of motorcycling are taken as an integral part of its joy. Far from being a mere mode of travel, motorcycling offers unique opportunities for 'authenticity', a particular mode of being-in-the-world. 'Authenticity' is, however, an old ideological trope, recycled across generations, associated with such varied phenomena as overcoming the Biblical 'fall', existentialism, tourist experiences, and brand marketing. What's so special about motorcycling? This paper will examine narratives of authenticity around motorcycling, and suggest that, for all that conceptions of the 'authentic' can be trite, confused, and multivalent, the concept can capture something important about life on two wheels.

Mathew Humphrey is a Professor of Political Theory at the University of Nottingham, UK, and in what feels like an alternative life used to be a train driver/locomotive engineer. His main research interest is in political ideology and is currently Editor of the Journal of Political Ideologies. He also has an interest in the politics of motorcycling and riders' rights, and has an article on the UK riders' rights movement in Volume 18 of IJMS. He has been riding, more on than off, from the age of 16, when he got his hands on an old Mobylette V40 that just about ran.

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Film Screenings

***"Evel" Shorts* by James J. Butler and Charles Austin Muir**

In their independent film short, "The Unbearable Lightness of Crashing," James and Charles paid tribute to stuntman Evel Knievel. They showed Knievel's undersized, mechanical counterpart, "Mini Evel," jumping over a row of toy cars. In "Silent Night, Evel Night," they pair Mini Evel with another of their nostalgic obsessions: The television Christmas special. They felt that Mini Evel's heroic jump in the first film, though it ended in disaster, deserved a shot at redemption. Mere months before COVID-19 struck, they imagined Mini Evel wandering upon a desperate Santa at a scene of mysterious devastation. Could Mini Evel conquer his inner demons and take to the air again? Could Mini Evel save Christmas? And what could a piece of plastic teach us about how to live with each other through a global health crisis? To answer such questions, James and Charles made this tongue-in-cheek Christmas special celebrating Mini Evel and his reflection of the human struggle to give aid and rise to the challenge during a time of unprecedented darkness.

James J. Butler is a professor of physics at Pacific University where he has developed and implemented innovative teaching methods and built a successful program of optical materials research. He combines his passions for physics and motorcycles through his research, which focuses on the development of high-speed, self-healing fabrics for motorcycle protective gear. Or, as his students put it, James is developing superhero clothes. He lives in Forest Grove, Oregon.

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Charles Austin Muir is the author of *This Is a Horror Book* and *Slippery When Metastasized*. He read his short story "The Time I Took Hamlet Right into the Danger Zone," about a Faster-Than-Light Speed motorcycle, at the 2019 International Journal of Motorcycle Studies Conference in a humorous presentation he gave with James Butler. He has worked as an obituary writer, freelance writer, and therapeutic exercise trainer. He lives in Portland, Oregon.

***Origin Stories: Dykes on Bikes, Part 1* by Sheila Malone**

Origin Stories: Dykes on Bikes, Part 1 is both an oral history of Dykes on Bikes and a visual meditation. It is an attempt to articulate knowledge that isn't reproducible. It is describable, and it is interpreted in the fleeting frames of animated photographs. The phenomenology of the motorcycle elicits such questions as "how did you arrive at the motorcycle?" and "what was it like when you first rode?" These and other questions about the unique embodied experience of riding and the relationship each member has with the motorcycle are asked in Origin Stories: Dykes on Bikes, Part 1. Part 1 features three current members of San Francisco Dykes On Bikes. Each story features the voice of the rider who contemplates and remembers their first contact with a motorcycle. Part memory, part discovery, Origin Stories is a ride and recall of the beginning of a dyke on a bike. "The Repertoire...enacts embodied memory: performances, gestures, orality, movement, dance, singing — in short, all those acts usually thought of as ephemeral, non-reproducible knowledge." ~ Diana Taylor *The Archive and The Repertoire*

Sheila Malone is a media artist, scholar, and educator. Malone received their PhD in Theater and Performance Studies from UCLA and an MFA in New Media from CADRE Laboratory for New Media at San Jose State University. They work across disciplines in theatre, performance, installation, and film, focusing on issues of gender, technology, and queerness. Their documentary films *San Francisco Dykes on Bikes®* and *Annie Sprinkle's Amazing World of Orgasm* have been shown all over the world. Currently, Dr. Malone is a Professor of Theatre Arts at Chaffey College. In addition to teaching, Dr. Malone is a company member at Ophelia's Jump Productions where they design projections and lighting. They are the managing editor of *The International Journal of Motorcycle Studies* (IJMS). Dr. Malone's writing has appeared in *IJMS*, *Lateral: Journal of the Cultural Studies Association*, *Contention: The Multidisciplinary Journal of Social Protest*, *Rhizome*, *Artshift*, and *Switch*.

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SESSION #5: Auto-Moto-Ethnography

Jason Wragg

Myths, Maps and Motorcycles

Myths, Maps and Motorcycles is a PhD that investigates the lived experience of adventure travel by motorcycle. Illuminating the lifeworld of the adventure traveller, through the study of identity, adventure, and world view the study emphasising human experience with qualitative fieldwork at the heart of the study in the form of a 32-day trip on the remote roads of Iceland. The study is epistemologically positioned as a personal narrative and draws upon [Auto]ethnographic fiction methods to represent the experience. Research activity and method are intrinsically linked, utilising the creation of comics as analysis and to present data. Creating comics functioned as research in that the very act of working spatially and visual-verbally facilitates creative discoveries otherwise obscured when

limited to a sheet of lined paper. Comics utilise the power of autoethnographic research to tell a story in an aesthetically pleasing way that can bring to life the lived experience.

Jason Wragg (FRGS, FHEA) is currently the Program Lead of BA (Hons) Outdoor Adventure Leadership at the University of Central Lancashire, United Kingdom. He holds a Master's Degree in Outdoor and Adventure Education and this is where his interest in narrative based research began. Jason has led international expeditions around the globe and is currently in the final stages of his PhD, an Autoethnographic investigation into the lived experience of adventure travel by motorcycle and utilises writing comics as a form of analyses and data dissemination.

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Barbie Stanford

From Greenhorn to Legit Rider: The Autoethnographic Evolution of a Middle-Aged Female Dirt Biking Convert

This paper explores my lived experience as a forty-something female nonrider who gained entrance and acceptance into the motorcyclists' social world through participation in a four-day motorcycle boot camp. Undertaken as part of my doctoral dissertation research, this experience involved entering a man's world, learning how to ride a dirt bike, and battling to beat the clock during daily Superpole competitions. I employ the use of autoethnography as a wide-angle lens, looking inward and outward, as I examine, analyze, and relate the social and cultural aspects of my experience. A conceptual framework based on the work of Erving Goffman and David Matza is used to categorize and describe my progression through the three stages of the social career of a motorcyclist, revealing the risks and rewards related to entry into a new cultural context, negotiating self-identity, persevering in the face of setbacks and challenges, and becoming part of a community.

Barbara J. "Barbie" Stanford holds a Doctor of Education in Literacy degree from Sam Houston State University in Huntsville, Texas. Her research focused on Distributed Cognition and Workplace Literacies with the realm of international professional motorcycle racing. In pursuit of the degree, Stanford spent over 200 hours inside the MotoGP paddock in dedicated study of a factory racing team. Her postdoctoral ethnographic research within MotoGP and the greater motorcycling community is ongoing. When not conducting research, she can be found dirt biking on her Honda CRF150F, watching motorcycle racing, or just talking about motorcycles and motorcycle racing. Stanford's research interests are diverse and include cultural ethnography, work-related learning and performance, team dynamics, and traditional and digital literacies. Before turning her full attention to research, she was an elementary teacher, librarian, and university literacy professor, in that order.

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Lisa Garber

The Call of the Wild

Another collaboration with the Voice inside my helmet, began as a discussion of the profound impact the sound of particular motorcycle engines have on my psyche and being. This paper, then, is a retrospective look at the way the sound of certain motorcycles have come to spark and catalyze a train of memory and feeling within me. This preconscious awareness of the history evoked by the bike's sound precedes logic and thought. As the Voice noted, "It is the Call of the Wild."

Lisa Garber is a psychologist, social worker and author with a doctorate in clinical psychology. She has been treating eating disorders and other forms of psychic distress for 40 years. For the last 30 she has been riding her Harley while

wondering and writing about her attraction to the two wheeled predator. Her musings led her to the crossroads where the union of Hermes and Bruhnhilde took place. It is from that vantage point that she wrote her doctoral dissertation: *Women who ride; The psyche of the female motorcyclist*, exploring the manifest myth of the female motorcyclist. Dr. Garber has been published in both biker and women's magazines. *Riding Naked* a booklet based on her dissertation is currently available from the author. A book based on her series of conversations with the "Voice Inside my Helmet," is soon to be released.

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SESSION #6: Authenticity & Image

John Sumser

Harley Hatred: Moto-Identity in Consumer Culture

Harley-Davidson is a very divisive company. It produces motorcycles that perfectly embody an American version of freedom or an American version of incompetence; it depends on who you ask. In this paper, I will explore the animosity Harley-Davidson creates as both a motorcycle and life-style manufacturer. I will analyze descriptions and judgements about the company that are found on motorcycle websites and vlogs to see the ways that perceived purpose, identity, ideological, and aesthetics shape the views of America's largest motorcycle manufacturer.

John Sumser is a sociologist and the Director of an accelerated degree program for working adults at California State University, Stanislaus. His main ride is a Triumph Speed Twin, but he also has a Harley-Davidson Low Rider and a Vespa 250GT. He needs one more motorcycle but is not sure which – perhaps a Moto Guzzi Mondello or an older Triumph Speed Triple.

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Steven E. Alford

Authenticity In Motorcycling

Interactions among motorcyclists often display what might be called the anxiety of identity. Arguments arise, among others, about who is a "real" biker, what is a "real" bike, and what kind of journeys are "real" motorcycling trips. This presentation will explore how philosophy, psychology and economics give us insight into various elements of supposed authenticity in motorcycling, among them choices of motorcycles and motorcycle dress, mechanical competence (or the lack thereof), types of journeys, and emerging digital and electric transformations in motorcycle design.

Steven E. Alford taught philosophy, film and literature at Nova Southeastern University from 1982 until 2016. His areas of research and teaching include contemporary Continental philosophy, film criticism and theory, and the contemporary American novel. With Suzanne Ferriss, he published *Motorcycle* (Reaktion Books, 2008), as well as *An Alternative History of Bicycles and Motorcycles: Two-Wheeled Transportation and Material Culture* (Lexington Books, 2016). His book on environmental philosophy, *Pathways to an Environmental Ethic*, is forthcoming from McFarland. He currently lives in Oregon.

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Tom Goodman*Motorcycles and the Middle Ages*

Not far into Melissa Holbrook Pierson's *The Man Who Would Stop at Nothing* the author describes riders ahead of an Iron Butt Rally: "At the banquet the previous night, they clutched their just-received bonus packets—the only map to the Holy Grail they sought as devotedly as questing knights, and wearing as much armor." What have the Middle Ages to do with motorcycling? Acknowledging the similar riding position; acknowledging horses and horsepower, in this paper I want to explore some citations of the medieval in the machine age, running from Mark Twain's knights jousting on penny-farthings to the Vincent Black Knight and Black Prince. My main objective is to explore the frustrations of medievalism in George Romero's 1981 film, *Knightriders*, and its traveling troop of med-Renfest players tilting on Hondas, contending with capitalism in a sort of Sixties hangover set in Reagan's America, as hopeful and as hollow as papier-mâché armor and plastic helmets.

Tom Goodman is Chair of the English Department at the University of Miami and Executive Director of the New Chaucer Society. Besides writing on later medieval literature, he has presented previously at IJMS conferences in Colorado Springs and in London, and has published in the journal.

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SESSION #7: The Body, The Motorcycle, & The Environment**Alex Parsons-Hulse***Motorcycle Commuting into the Future: Identifying the barriers to a wider uptake of motorcycles as a primary mode of transport for commuting in the UK*

There is a growing body of research to indicate that there are benefits to be achieved from a modal shift in personalised transport from cars to motorcycles. In recognising the potential environmental, health and wellbeing benefits available, this research sought to understand the nature of the barriers, physical, social, and cultural that prevent a wider use of motorcycles as a mode of transport for commuting in the UK. The research went further to understand possible solutions to these barriers and who was best placed to effect change. The mixed method study evaluated 21 semi-structured interviews and 1396 responses to an online survey questionnaire. The research findings have implications for Government, Regional Authorities, and local councils as well as employers, motorcycling groups, and manufacturers, offering guidance on how motorcycling can be better incorporated into current and future transport planning as an alternate, more sustainable mode of transport than the private car.

Alex Parsons-Hulse is a Chartered Engineer with an MSc in Engineering Management from the University of Hull, UK. He currently resides in Halifax, West Yorkshire with his wife Amanda and their BMW F800 GT motorcycle. Alex has been riding motorcycles on and off since the age of 18 and holds advanced riding awards from the Institute of Advanced Motorists (IAM), the Royal Society for the Prevention of Accidents (RoSPA) and the British Motorcyclists Federation (BMF). In 2022 Alex was elected to the Council of the BMF and also as an Area Representative for Region 2, Yorkshire, and the Northeast of England. Alex is passionate about motorcycles and promoting their wider use in society both as a leisure activity and as a legitimate form of transport offering a more sustainable alternative to the car.

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Eddy White*Living and Teaching Motorcycle Culture*

Since 2020 I have been teaching an undergrad class at the University of Arizona called, Motorcycle Culture: Free Spirits, Easy Riders and the Human Experience. I have also been riding since 2013. The course is based on the motorcycle as a design object, and examines four key areas: design (key developments in the history of motorcycle design), identity (the connections between motorcycles and identity formation), images (popular images of the bike and its riders) and aesthetics (consideration of the motorcycle as an aesthetic object). Instructor perspectives on developing and teaching the course will be presented, as well as student evaluations it. While teaching the course, I am also living and learning about motorcycle culture, including such things as joining a club and attending group rides and rallies. This presentation also presents a rider perspective, including adventures had and lessons learned from both living and teaching motorcycle culture.

Dr. Eddy White is an Associate Professor at the University of Arizona. He has been teaching there since 2011, including developing and teaching a course about Motorcycle Culture.

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Joseph Leondike*The Scientific Evidence and Therapeutic Benefit of Motorcycle Riding*

The Scientific Evidence and Therapeutic Benefit of Motorcycle Riding Motorcycle riding has long been considered meditative, and research demonstrates the cognitive benefits of riding. Research also suggests riding can reduce the stress hormone cortisol, thereby decreasing anxiety. Less is known, however, about the underlying mechanisms of how riding reduces stress. Trauma treatment research has shown that decreasing the emotional connection to stressful memories reduces stress. EMDR is an evidence-based treatment which utilizes bilateral stimulation to reduce emotional responses associated with traumatic events. Bilateral stimulation engages the prefrontal cortex, which allows the amygdala to reduce the stress response and decrease the emotional impact of memories. Bilateral stimulation utilizes visual scanning, tactile sensation, and/or sounds to assist the brain in consolidation and processing of information, thus reducing the intensity of the memory. Motorcycle riding produces a comparative bilateral stimulus experience. Applying the EMDR stimuli framework may help explain research on riding which codifies what we already know: motorcycle riding reduces stress.

Dr. Joe Leondike is a psychiatric nurse practitioner with a clinical focus on treating people with acute stress and trauma disorders. His educational background includes a Doctor of Nursing Practice from the Uniformed Services University, in Bethesda, Maryland, and his undergraduate as a Registered Nurse from the University of Maryland in Baltimore. He currently holds the rank of Lt Colonel in the US Air Force and has completed numerous combat and humanitarian deployments around the world. Dr. Leondike provides mental health treatment through holistic traditional and non-traditional methods of care. As a psychiatric nurse practitioner, he understands why riding provides cognitive benefits to reduce stress and increase focus. After four combat deployments, he used his own motorcycle riding to personally find solace with 'wind therapy' and now better understands why it has cognitive benefits. Now he is able to apply those techniques to correlate to the experience of motorcycle riding and assists others to find reduced stress. His personal experience and professional training culminate to provide evidence-based therapy for individuals who have lived through a stressful or traumatic experience. Dr. Leondike has more bikes in his garage than he needs and is married to his wife April where they currently reside near Oklahoma City, Oklahoma.

Leondike@mac.com

Dinners / Outings

THURSDAY, 20 JULY

Principal's Office at Ivywild School

7:00 – 9:00 p.m.

1604 South Cascade Avenue, Colorado Springs, CO 80905

www.principalsoffice.co

FRIDAY, 21 JULY

Phantom Canyon Brewing Co.

7:00 – 9:00 p.m.

2 East Pikes Peak Avenue, Colorado Springs, CO 80903

www.phantomcanyon.com

SATURDAY, 22 JULY

Streetcar520

7:00 – 9:00 p.m.

520 South Tejon Street, Colorado Springs, CO 80903

www.streetcar520.com

SUNDAY, 23 JULY

Brunch / Ride (TBA)

10:00 a.m. – 12 noon

Conference Committee

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Conference Submissions Chair

Alex Ilyasova

Conference Co-Chair and Local Coordinator

Sheila Malone

Conference Co-Chair

Tim Fransen

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Notes

